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PATENT TRADEMARK OFFICE

Docket No.: 2875/1G342US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Samuel Sergio TENNENBAUM

Serial No: 09/922,232

Group Art Unit: 3622

Filed: August 3, 2001

Examiner: Stephen M. Gravini

Confirmation No. 7566

For: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In order to comply with 37 CFR 1.97 and 1.98, attached hereto is a copy of  
Form PTO-1449 and copies<sup>1</sup> of the documents listed thereon. These documents contain

<sup>1</sup> If a listed document is not in the English language and an English translation is readily available, such translation is also enclosed and attached to the copy of the document. If a translation is not attached, it is not readily available to the undersigned. If a

information which the Examiner should consider during examination of the present application.

In accordance with MPEP Sections 609 and 707.05(b), it is requested that each document cited (including any cited in applicant's specification which is not repeated on the attached Form PTO-1449) be given thorough consideration and that it be cited of record in the prosecution history of the present application by initialing Form PTO-1449 next to the document. Such initialing is requested even if the Examiner does not consider a cited document to be sufficiently pertinent to use in a rejection, or otherwise does not consider it to be prior art for any reason, or even if the Examiner does not believe that the guidelines for citation have been fully complied with. This is requested so that each document becomes listed on the face of the patent issuing on the present application.

The undersigned has enclosed with the Certification Pursuant to 37 C.F.R. 1.97(e) an English translation and a copy of an Office Action issued March 11, 2003 in the Japanese counterpart of the present patent application, in which the presently disclosed references were cited. Since the Office Action is accompanied by an English translation, it is believed that the applicants in the above-identified patent application have now met the "concise explanation" requirement of 35 C.F.R. 1.98.

The present Information Disclosure Statement is being submitted in compliance with 37 CFR 1.56, but the citation of such document is not to be construed as


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foreign language patent document is cited, and an English language equivalent is known to the undersigned, then the English equivalent patent is also listed on the enclosed form along with the corresponding foreign language patent and a connecting arrow indicates the relationship between them. If no such English language equivalent is cited, then none is known to the undersigned.

an admission that such document is necessarily relevant or prior art. No representation is intended that the cited documents represent the results of a complete search, and it is anticipated that the Examiner, in the normal course of examination, will make an independent search and will determine the best prior art consistent with 37 CFR 1.104(a) and 1.106(b) and, in the course of each search, will review for relevance every document cited on the attached form even if not initialed.

Early and favorable consideration is earnestly solicited.

Respectfully submitted,

  
Joseph B. Lerch  
Reg. No. 26,936  
Attorney For Applicant(s)

DARBY & DARBY P.C.  
P.O. Box 5257  
New York, NY 10150-5257  
(212) 527-7700



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CERTIFICATION PURSUANT TO 37 C.F.R 1.97(e)

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir,

I, Joseph B. Lerch, declare as follows:

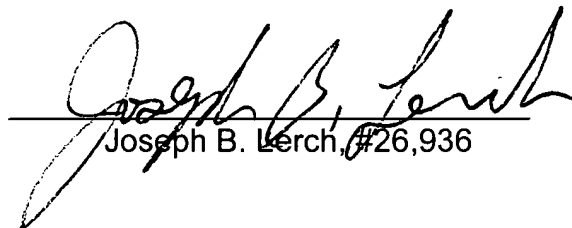
1. I am an attorney of record in the above-identified patent application, and I am submitting this certification pursuant to 37 C.F.R. 1.97(e) relative to a concurrently filed Information Disclosure Statement.

2. On information and belief, patent application No. 2001-536964 is a foreign counterpart of the above-identified patent application.

3. On information and belief, attached as Exhibit A is a true copy of an Office Action which issued in Japanese patent application No. 2001-536964 on March 3, 2003. Each item of information cited in the accompanying Information Disclosure Statement was cited in this Office Action.

4. All statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the U.S. Code; and that such willful false statements may jeopardize the validity of the application or any patent resulting therefrom.

Date: 5/21/03

  
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Joseph B. Lerch, #26,936